

July 10, 2013



Sprinklr Appoints Brand Strategist and Creative Director Jan Zlotnick as its Chief Marketing Officer

Industry Leader Making Moves to Take Its Brand and Marketing to Next Level

NEW YORK, July 10, 2013 /PRNewswire/ -- [Sprinklr](#), the leading social relationship platform for large organizations, today announced that 20-year marketing and branding strategist Jan Zlotnick has been appointed Chief Marketing Officer.

Zlotnick will be based in New York City and manage the company's global branding and marketing, public relations and corporate communications. Sprinklr currently provides the enterprise-wide social infrastructure for more than 250 leading brands including Virgin America, Intel, Dell, Microsoft, DuPont, Cisco Systems, IHG, 800FLOWERS.COM, Hearst, and Newell Rubbermaid.

"The true disruption of social is unveiling itself rapidly across the enterprise," said Sprinklr founder and CEO, Ragy Thomas. "As recent M&A activity indicates, success in the social infrastructure space has broader implications within the enterprise software stack. We are excited to have a veteran marketing leader like Jan join the Social @Scale movement. Symbolizing the disruption, Sprinklr found Jan through social media. Jan offered a [comment](#) on Jeremiah Owyang's blog that was not just insightful, but demonstrated that his way of conversation was humble and helpful, while being passionate – core values of our culture and personality at Sprinklr," said Thomas.

Prior to joining Sprinklr, Zlotnick was CMO at GlobeOp Financial Services, a leading fund administrator where he led a rebranding effort that raised the company's global profile and helped raise revenue and stock value, culminating in the firm's \$1 billion acquisition. Previous experience includes brand strategist and creative director of advertising agencies in New York for such brands as BWM Motorcycles, I Love NY, Bertolli, Ilford Photo, Bacardi, New York Presbyterian, and Time Hotel. Zlotnick led his own agency, TZG, in Tribeca, from 2000 to 2010.

"You know how it feels when you're slammed in traffic for miles and miles, and it suddenly opens up, letting you accelerate and see where you're finally going?" asked Zlotnick. "Well, Sprinklr enables big companies, helping them open up and engage with their social audience to see and drive their business goals. I can't help but be drawn to that."

Sprinklr's Social@Scale(tm) platform aligns and drives business goals across a large organization's silos through what Sprinklr calls the 5 C's of Social Management Success: content, conversations, campaigns, collaboration, and community.

Sprinklr was recently highlighted by Forrester Research for having the "most powerful technology" in the market, has been rated as "top right" for two consecutive years by Econsultancy, and was cited by the Altimeter Group as the "most capable" solution for large enterprises.

About Sprinklr

[Sprinklr](#) provides a social relationship platform and related strategic services that empower large organizations to harness the voice of the customer and drive business goals across all internal silos. The company has experienced 400% YoY growth and provides the enterprise social infrastructure for over 250 global brands such as Intel, Dell, Cisco Systems, Virgin America, DuPont, IHG, Hearst, and Newell Rubbermaid. The company is funded by Battery Ventures and Intel Capital and is headquartered in New York.

SOURCE Sprinklr